



SHOW: Tag, You're It

CREATED BY: Jim Olen

FORMAT: 26 X 4:00 / Branded digital series

DISTRIBUTION: Facebook?

WGAW REGISTRATION: 1769284

LOGLINE: An entertaining digital series focusing on the latest trends and hot topics of millennial moms.



CONCEPT

Tag, You're It highlights millennial mom influencers from around the United States. It's a fun and quick paced digital show that can best be described as a mixture of a *Hollywood Squares* and *The View*. The show's host (a millennial mom herself) will welcome guest bloggers from around the country to join a lively discussion on topics ranging from relationships and electronics to fashion and parenting.



EPISODE EXAMPLE

A large hashtag symbol dominates the screen as icons representing points of conversation appear and begin to rotate in the outer quadrants of the hashtag. The show host and three guest millennial mom influencers soon fill in and replace the icons. Viewers will fondly recognize a slight *Brady Bunch* feel to the show, as the cast looks at each other and the icons moving around them. One icon reappears to represent the episode's topic. Questions from the show's on-line following will initiate the conversation. The host will assign the question to one of the influencers by saying **Tag You're It!** Fun graphic cues along with an up tempo music bed will continue to help maintain the energy and sharable moments.



PRODUCTION DETAILS

The four women appearing in an episode will be recorded in separate locations with matching equipment and backgrounds. A scheduled shoot day will be similar to a video conference call, with a small two-person crew at each location. The conversation will happen in real time, with the Executive Producer and Host in one of the locations. All video files will then be sent to the EP to enhance, edit, and complete the episode. The structure/topics of all episodes will be pre-produced and approved by the sponsoring brand.



CREATIVE DESIGN

The look of the series will reflect the clean and vibrant graphic nature found on so many social-media sites, including clean lines, bold icons, vibrant colors, and more. This modular graphic approach will not only appeal to our audience, but will allow for more flexibility in post-production.



DEMOGRAPHIC

Research shows that millennial moms lead the way in sharing product and service information through social-media. This demographic is the most active in categories such as fashion, electronics, health/beauty, and goods for the home. The goal will be to replicate and enhance the user on-line experience by formatting the show to be both entertaining and informative.



THE CAST

An ideal host of **Tag, You're It** would be a comedian and millennial mom. Although the show would not be built around this individual, it is necessary to have a fun-loving, quick-witted host to move the conversation quickly through an episode. Comedic moments will be sprinkled throughout each episode to provide sharable promotional teasers. Someone like Patti Vasquez, who is a Chicago based comedian with 2 young kids would be a wise choice. A national search for popular and engaging blog influencers will result in picking 12 individuals who can be rotated into the production schedule.

